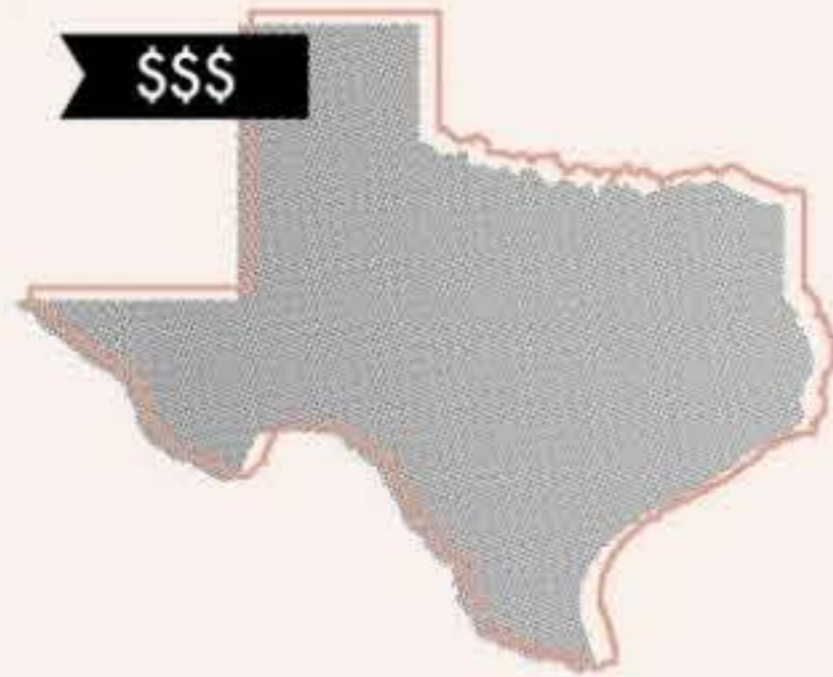


This Brand Just Donated \$300K In Plus-Sized Clothing To Harvey Victims



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BY HANNAH MORRILL SEP 7, 2017

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Last Tuesday, [USA Today published a report from inside Houston's George S. Brown Convention Center](#), interviewing both aid workers and evacuees in the [devastating wake of Hurricane Harvey](#). In the piece, Tyler Moyer, a program marketing manager for the Red Cross, expressed an immediate need for a very specific resource: plus-sized clothing. "We just heard that there is great need for extra-large clothing, as well as shoes socks and other plus-size clothing items," he told *USA Today*.

Happily, his cries for help were heard. FullBeauty, a New York City-based parent company of seven plus-size brands, including Swimsuits For All—where [model Ashley Graham has a swim collection](#)—has partnered with Delivering Good to provide a whopping \$300,000 worth of new plus-size merchandise to victims of Hurricane Harvey. "We want to ensure that women and men of all sizes have access to clothing during this devastating event," said Cinnie Murray, president of FullBeauty Brands. "Our FullBeauty family has deep ties to Texas. With our call center in El Paso and hundreds of thousands of our customers in Texas, those who have been affected are in our hearts and minds."

And the brand has even gone one step further, partnering with the American Red Cross on a custom weblink where employees, social media followers and customers can make donations in support of Hurricane Harvey victims through September. If you haven't donated yet and want to, this might be just the time: FullBeauty will dollar-for-dollar match donations made on the site, up to \$25,000. [To make a financial donation to the American Red Cross through FullBeauty, click here.](#)

And if you'd like to get involved, FullBeauty encourages donations of plus-sized clothing through [Delivering Good](#).

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